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A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.
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VOL. VI. NEW YORK, JUNE 22, 1892. No. 25.

THE POPULAR
Gleaner Agricultural Journal.
Published Weekly.

OFFICE OF
FIELD & FARM
CUTLER & WILCOX,
EDITORS & PROPRIETORS.

General Journal
For the Publication of Literary
Matters.

HAS THE LARGEST CIRCULATION OF ANY NEWSPAPER IN THE FAR WEST.
LIVE STOCK ADVERTISING A SPECIALTY.

Denver, Colo., June 6th, 1892.

Editor Printer's Ink,

Dear Sir:--Upon my return today from a month's sojourn in California I find your favor of May 11 touching upon the subject of Press censorship. The action of the postal authorities in holding Printer's Ink from the mails was not only reprehensible but unpardonable, and must call forth the condemnation of every honest publisher of America. To allow such an unwarranted procedure to pass without criticism is only to invite repetitions of the outrage and none of us can tell where the matter might end.

While attending the eighth annual convention of the National Editorial Association at San Francisco last month I succeeded in bringing up this subject of Press censorship and got a resolution unanimously adopted severely condemning any legislation tending toward further interference with the rights of newspaper publishers in employing U. S. mails. My resolution was directed especially against the pending H B 120 and S B 2834 and as it passed without a dissenting voice that I am in hopes it may result in some good in a general way.

Trusting that you will continue the fight against press censorship as it now exists and that the publishers of the United States may soon come to a realization of the perilous ground upon which they stand, I subscribe myself, Yours fraternally,
Dictated.

Lute Wilcox

4 Inches 1400 Papers For \$190.



During the months of July and August
we are rarely crowded with advertis-
ing, while in the winter months we are
obliged to omit large amounts week
after week.

Some Advertisers sell goods which are not benefited very much by advertising in the warm months. They do not occupy space in July and August.

Some others have an idea that people do not read advertisements except in cold weather, and they stay out also.

This makes less advertising for the newspapers and gives those advertisers who do advertise a better opportunity of attracting attention to their advertisements.

We offer advertisers four inches display, one week, in the 1400 papers comprising the Atlantic Coast Lists for \$190 — the advertisement to be inserted, as we have space to spare, during July or August.

If two inches two weeks, or one inch four weeks, are preferred, the same price will be made.

Fully one-sixth of the entire reading population of the U. S., outside of large cities, are reached weekly by these lists.

One Electrotpe, One Order will accomplish this.

ATLANTIC COAST LISTS,

134 LEONARD STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VI.

NEW YORK, JUNE 22, 1892.

No. 25.

PUBLISHERS VS. AGENTS.

By Lewis A. Leonard.

As long as the advertising agent has been a factor in the newspaper world, he hasn't yet been able to bring about the clear understanding between himself and the publisher that the mutual interests involved would seem naturally to justify. The agent has come to stay. His business is as legitimate as that of the publisher himself, and as essential to the business world as that of the commission merchant, the wholesale grocer, or the general dealer in any line of trade.

But somehow the agent and the publisher are not in accord in many respects, and while the agent at his own desk can't understand why publishers are so stupid and so unreasonable, the publisher at the other end of the line, as he opens his mail, pauses to wonder why such a set of asses happened to get into the advertising agency business.

The truth is the newspaper publishers, as a class, are a pretty clear-headed and long-headed company of men. They work hard, figure closely, and push business energetically and systematically. The ones that *cannot* do this are not liable to remain long in the business. The advertising agent must be all of this, and he is apt to add to it a little "Yankee shrewdness"—sometimes too much for his own good.

The trouble is that neither one of these has a correct appreciation of the duties, cares, difficulties and responsibilities of the other. A better understanding of the mutual interests and mutual difficulties is badly needed. The publishers find fault with the agents for efforts to depress rates, to occupy the best positions without paying extra, for working free notices, and for many other things in the interest of the agent and the advertiser, and which seem to be to the disadvantage of the paper. The publisher does not remember that in many cases the agent is forced to do these things as a result of a system for the inauguration of which both the paper and the agent are responsible.

Suppose the agent has placed a contract for a customer and on bringing in his new copy the customer insists that the papers be asked to insert five lines of reading free. The request is sent out. One-half the publishers concede it without a word. Half the others refuse courteously and the remaining ones write letters expressing their indignation. The last-mentioned class, who have refused such requests many times before, consider it almost an insult to be asked again. They do not stop to recollect that in such a business a general order is given and it is impossible to individualize, and that it paid the customer well to have the agent make the request.

It is also true in many such cases that the agent knows in advance what the answer will be, but must send out the proposition in that shape to please his client. If he had known that every paper would reject, still he would have been compelled to send out the proposition or have the advertiser think him discourteous, and the advertiser would have gone to some other agent to have this work done the next time.

Publishers who blame the agent for not sending them this business or that, fail to take into consideration the many different ways that business is handled by advertising agencies. In one case the agent is directed to expend a given sum of money at his own discretion. In such a case, of course, he can give the advertising to such papers as he chooses. But these instances are very few.

More frequently he is authorized to expend the money in some manner specially designated—as in daily papers of a certain section of the country, or in one daily in each city, in all the dailies of a particular locality, in such papers as offer special inducements, in the leading weeklies, or in other ways, his discretion being hedged about by many conditions.

Much more frequently the advertiser prepares his list and takes it to the agent. They go over it together, the agent giving the advertiser the benefit

of his knowledge and experience, and frequently adding the bias caused by his prejudice and his interests. The advertiser agrees to pay a specified sum for placing the business in the papers composing this list. The agent agrees to do this, and has no discretion in the matter of adding to or taking from. As this goes on from time to time the agent becomes more influential with his customers and is permitted to some extent to add to the list or drop papers from it.

In some instances the two take the papers one by one and put a price upon each and agree to insert the advertisement in such papers as will receive it at the price named. In still other cases the advertising agency solicits the business at such rates as it has from the paper, or has been able to establish with it, adding a sum in each case to cover expense and profit.

But the one truth in which the paper is interested holds in all cases, and it is this—the publisher must create the demand for his space and not expect the agent to do it. The agent occupies in this respect the same position as the wholesale druggist or grocer. He handles for a profit the article which his patrons demand, but he does not do the work of creating a demand.

Having received the order for a given amount of business, the work of handling it in the office of an advertising agency is no small matter. That an error sometimes occurs is natural, the wonder being that there are not many more when the complications of rate tables are considered.

Advertisements are estimated by lines (usually agate or nonpareil), inches or squares. In New Orleans ten agate lines make a square; in Baltimore four make a square; in Cincinnati eight make a square; while in Detroit local advertising is counted entirely by inches.

A few examples will serve to illustrate the complex nature of the estimate clerk's work. The New Orleans *Picayune*, for its daily, charges \$1.50 an agate line per month—one square (ten lines) a month, \$15; two squares, \$28. For once a week, two-sevenths of above, and two times a week, three-sevenths of daily rate. For its weekly the price is two-sevenths of what the same advertisement would cost in the daily. Then there is a discount of five per cent for three months, twenty-five per cent for twelve months. All this

is very simple to the advertising clerk in that office, but it is brain-splitting to the man who has hundreds of such to figure out, and each one different from the other. The *Youth's Companion* charges four dollars a line, but if the advertisement is less than six lines it must be estimated at one line more than it actually is; thus for a three-line advertisement sixteen dollars must be charged. The *Toledo Weekly Blade* charges seventy-five cents a line, but gives twenty-five per cent discount on annual business only if the advertisement makes one inch. The agent who receives a twelve-line advertisement for this paper must therefore bear in mind that while twelve lines a year cost \$468, fourteen lines for the same time would only cost \$409.

The New York *Weekly Sun* charges fifty cents a line for transient business, but takes no advertisement less than two lines.

The *National Tribune*, of Washington, D. C., takes nothing less than three lines, while the *Churchman* makes one dollar the minimum price for any advertisement inserted in its columns.

All these facts and a thousand others must be familiar to the estimate clerk in the office of the advertising agent, and little is the wonder that he sometimes gets muddled. The surprise is that he has kept himself out of the insane asylum so long.

The publishers should simplify their rate cards and stick closer to them. They should not blame the advertising agent for offering a lower rate, when such offers are accepted more than half the time. The whole idea of commission or discount to agents in its present shape ought to be abolished and a net rate in each case established. That's what it practically amounts to now. If a paper has a rate of seventy-five cents a line, with a $33\frac{1}{3}$ per cent commission to agents, they put it down as a fifty-cent rate. No agent expects to make $33\frac{1}{3}$ per cent commission, because his associates wouldn't let him do it. They would give the larger part of it to the advertiser, and he *must*. Every large advertiser is as familiar with the commission allowed to agents as are the agents themselves.

The weak point with the agency system is the cry which the whole fraternity is continually setting up because a paper sometimes divides the commission with the advertiser. According to

this code of ethics for which the agency contends, the paper does not do its duty by the agent unless it charges a customer a much larger sum than he would have to pay for the same work at an agency in the country. Is this position correct? The paper in creating a demand for its space has its representative call upon the advertiser. The rate is fifty cents a line, with twenty-five per cent commission to agents. After some talk the advertiser offers forty-five cents a line. Should the paper accept it? By all means, if the representative thinks it best, and in doing so the paper protects the agent as fully as could be expected with any degree of reason. By closing the contract it gets the business and takes the risk of the customer. By referring the order to the agency it takes the risk of the advertiser changing his mind, and also of the agent, to serve his own interest or prejudice, persuading the customer not to use the medium. If the agent protected the paper he could with consistency ask protection to the full extent of the commission in return. But when he, in every case, gives the entire commission to the advertiser and takes a ten per cent or fifteen per cent remuneration for his services, and expects all his associates to do business in the same way, he should not complain if a paper divides commission with a customer. It is not a good advertising manager who fails to do it under certain circumstances. Of course many things are to be taken into consideration when such a case arises, and the representative of the paper ought to be able to meet the contingency with intelligence.

A paper would, as a rule, much prefer to have the business from a good agency. The bother of details is

saved, and there ought to be an assurance of promptness in payments, which cannot be relied on with absolute certainty even from customers with high financial ratings. At the agency the competition for business between each other is clearly understood and appreciated, but the same gentlemen seem to fail in their ability to understand that there is also competition among papers and that each one is trying to make money out of its advertising space. The agency people have much to learn about the points which publishers daily have to meet, and what the publishers do not know about the business of an advertising agency would make a book too big for every-day use.

THE WORD "AD" SUGGESTED.

By W. D. Showalter.

We need a new word.

There is no word in the language which newspaper men and advertisers have more frequent occasion to use than that of "advertisement." And it is a clumsy, elongated, unhappy term.

That the people do not like it, that newspapers would rather get away from it, is shown in the universal custom of using some abbreviated form instead of the word as it is.

Adv'tm't and advmt are clumsy things to write, but are considerably used. Adv. is a still more common form, but is not very much better. "Ad." is all right, with the exception of the fact that it is avowedly an abbreviation or contraction, so must have at least a period to show that fact, and is usually written with both quotation and period marks.

And yet, when spoken by the average reader, no matter if written as an abbreviation, it is always pronounced ad and not advertisement, as would be correct under the circumstances. No one is unfamiliar with the word ad.

The common use to which it is becoming subjected means that it should be a word, complete and distinct as it stands and as it is pronounced, and not a contraction.

If every newspaper man who reads this will use it hereafter without a period or quotation marks, and simply as a word of itself, we shall soon lose the parent word altogether, and the change will be one to be glad for, as it will be in the direction of simplicity and brevity.

We need the word ad and it will not be a hard matter to get it,

A "Fin de Siecle" Advertisement.

"THEY ARE NAUGHTY, BUT NICE."



And we could not get along without the little darts; but they all should have Baby Carriages. Why not send for our Catalogue? We have over 100 different designs, and they are all "Up to Date." Then when it comes to price, we can place you on the ground floor, as we are the largest manufacturers of Baby Carriages, Reclining Chairs, Bicycles, Refrigerators, Office Desks, etc. Special discounts to the trade.

LUBURG MFG CO.,
331, 333 and 335 N. 5th St., Philadelphia, Pa.

ADVERTISING BICYCLES.

By L. J. Vance.

Only few lines of goods are more widely advertised or more vigorously pushed than those in the bicycle trade. It is surprising how many rival concerns are making bold bids for popular favor and patronage.

Now, competition has become so keen that advertising is a necessity. Every bicycle manufacturer has not only his agents all over the country, but he gives exhibitions and employs fancy or trick riders to show their cycling skill and dexterous use of a certain kind of machine.

There are quite a number of papers devoted to the bicycle trade in its various branches. At least two of these have a bureau of illustration for the express purpose of making attractive advertisements.

Naturally, we would expect to see some striking results. What do we find? The same old wheel in different ways—a picture of the bicycle. Some of the manufacturers have put forth pictorial pamphlets of their machines; others have issued humorous pamphlets. One firm produced a "Riders' Dictionary," intended to be humorous, as the following quotation will show:

CASTING.—Same as above, with the "O" left out, but a hole left in. Malleable castings, fourteen karats fine, and "piping" constructed of English pig-iron poured around American holes, are not to be found in the "Sylph."

Indeed, the amount of money expended in fine catalogues would run into the hundred thousand dollars. About half of it is wasted. Somehow, the dealers thought that a sumptuous catalogue, as thick as a magazine, would bring customers. That will do in the trade, but a catalogue will not take the place of a newspaper advertisement.

Here is one style:

STOLEN!—From our store, South Main Street, a large number of valuable catalogues, bearing on the cover our name and address. Any one getting one of these catalogues will be liberally rewarded by noting carefully the contents.

Here is another style:

However, I am inclined to think that the catalogue idea is overdone. The agent of one of the largest manufacturers of bicycles tells me that his house will put very little money into catalogues this year. "We are making," said he, "a big display in trade and sporting papers. The great points in my business now are the new wrinkles and improvements. If I wish to show that my machines are better than others, it must be done in the newspapers."

For example, the solid-tire wheel is going out of fashion; at present it is either an inflated cushion or pneumatic tire. The following advertisement, which is intended as a reply to the attack of a rival, is rather good:

STICK A PIN IN IT?

YES - - - -

Or a knife; and, perchance, even a ten-penny nail, and yet it emits not the air.



I have looked over quite a number of papers and catalogues, in which bicycles are advertised *ad nauseam*. On the whole, the result is disappointing. One very neat advertisement is headed:

MY NAME IS — DERBY!

The mere picture of a bicycle means little to prospective purchasers. Thus, there are many cameras but only one "press the button"; many scales, but only one "pays the freight"; many soaps, but only one Pears', etc.

And so it should be in advertising bicycles. Have a distinctive advertisement—one that will attract wide notice. The manufacturer should have some bright way of call-



SEND FOR A CAT-
ALOGUE OF OUR BICYCLES.
WE ARE HEADQUARTERS
FOR WHEELWORKS CYCLES
SINGER & JOLIE CYCLES
BEN HUR & MANY OTHER CYCLES
THORSEN & CASSADY.
BICYCLES, HOBART ST. CHICAGO

ing continuous attention to the special features or excellence of his machines.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, June 1, 1892.

The long-promised Pears' Soap Company was organized yesterday, as the cable has no doubt already told you. The *Times* had an advanced notice on Saturday, but gave the amount wrongly. The name of the company is A. & F. Pears, Limited, and its capital £810,000, distributed thus:

£200,000 in 5 per cent debenture stock.
£200,000 in 6 per cent cumulative preference shares.

£260,000 in ordinary shares.
£150,000 in deferred ordinary shares.

The vendors take the whole of the deferred shares and £86,500 of the ordinary shares, which is certainly not excessive, if a statement which I heard be true, namely, that a well-known stock-exchange firm offered the vendors £1,000,000 (say \$4,800,000) cash for the business right out. The ordinary shares (which were yesterday at a premium of 2 per cent) take 10 per cent after the debentures and preference shares. The deferred shares then take another 10, after which any remaining profits are equally divided between ordinary and deferred.

The prospectus derives its chief interest for us, however, from the statements it contains as to past advertising and profits. The profits, before deducting advertising expenses, and the advertising expenses themselves, for the past seven years are thus certified:

YEAR.	PROFITS.	ADVERTISING.
1885.....	£ 95,106	£ 31,160
1886.....	117,562	38,849
1887.....	128,109	82,312
1888.....	153,756	86,491
1889.....	149,771	119,903
1890.....	165,345	126,994
1891.....	175,930	103,956
Total.....	£985,599	£609,665

An average advertising account of over four hundred thousand dollars is very remarkable business, and the steady growth of profits in proportion not less encouraging to newspaper advertisers. The statement, which the prospectus also contains, that the advertising is to be reduced to £80,000 a year is not easy to understand in face of the steady increase shown year by year, and especially of the diminished

increment in 1891, when the advertising had been reduced. The American agency is referred to in the prospectus in appreciative terms.

Advertisement by direct attack is receiving a fillip from a prominent London weekly, which announces itself, by wall poster, as follows:

NEWS OF THE WORLD,

Now the Largest Weekly Paper.

What, larger than "Lloyds?"

YES, LARGER THAN "LLOYDS!"

What, larger than "The People?"

YES, LARGER THAN "THE PEOPLE!"

A deputation, in the list of whose members I recognize many names well known to journalists, waited upon the Postmaster-General at the House of Commons last week, as the representatives of nearly 500 newspapers. Among the speakers were Mr. Collingridge (*City Press*), Mr. C. A. Pearson, (*Pearson's Weekly*), Mr. L. Upcott Gill (*Bazaar*), Mr. Amolo Forster, M. P. (Cassell & Co., Limited), and Mr. A. J. Warden (*The Gentlewoman*). They desired attention to certain grievances connected with rates. "All that appeared in a newspaper," said one speaker, "even the advertisements, should rightly be considered as 'news,' and special articles, discussions, descriptions of improved machinery and methods for the manufacture of goods were 'news' to those to whom they were addressed."

The Postmaster-General received the deputation in person. He did not say that the matter was being considered by some of his subordinates, and that the deputation could go away and wait until next administration or longer, and then he would see about it (as some Postmasters-General might). On the contrary, he made an exhaustive and most luminous review of the subject.

The Postmaster-General remarked, incidentally, that in Australia newspapers are carried free by the post-office, and he allowed to pass unchallenged the statement that the inland post-offices of the United Kingdom carry annually 161,000,000 newspapers at newspaper rate. This does not include books. I would like some one to give the American statistics.

In the *Daily News* of yesterday an advertisement, occupying space nine inches deep, double column, describes briefly, with illustrations, two improvements in the construction of ships, designed to prevent capsizing and seasickness. The advertisement, which is, of course, costly in such a medium, dates from Genoa, Italy, and is signed "J. Alfred Novello." It is remarkable for the following conclusion: "All patents have been allowed to lapse, and the use of Novello Craft is free to all shipbuilders." I do not know whether this is a piece of philanthropy, or whether it is a "dodge" of some sort; but if the latter, it is not easy to see where the pull comes in. However, it may develop, and if so, PRINTERS' INK shall hear of it.

It is one of the unexplicable rules of fate in English journalism that, while halfpenny, equivalent to one cent, evening dailies score all the successes as against penny papers, all attempts to run a halfpenny morning paper have hitherto failed. The *Echo*, oldest of existing London halfpenny evening sheets, and the *Star*, which came into the field a few years ago, and has, beyond comparison, the best position among such papers, in point of circulation and influence, both run away, in point of numbers, from the *Pall Mall Gazette*, the *St. James Gazette* and the *Globe*, which are penny evening papers, though the standing of these three and their political power is greater. They circulate among the richer classes. The *Star* is the workman's organ, and, like the *Echo*, offers an eligible medium for advertisements addressed to the great public. The *Evening News*, which is now edited by Mrs. Frank Harris, also editor of the *Fortnightly Review*, bids for a sporting circulation, and gives great prominence to racing and athletics. It is not equal to the *Star* in numerical strength, and this class of circulation is also, of course, not as good.

This week has seen the birth of two attempts to reverse the verdict of fate against morning halfpenny papers. The *Morning Leader* and *The Morning* have come into the field, one a day after the other, both having been long talked of and written about in advance. The *Leader* has the elements of success, or more of them than its companion. It is much more handy in

shape and is far better printed and on superior paper. Considerable prominence is given to artistic and literary matters, which one would have been more surprised to see if the attention paid by the greatest of democratic evening journals to these things were not well known. The million care more for such matters than is generally supposed, and no portion of the *Star* is better liked than the book talk, signed "Logroller" (rather equivocally), and written by Mr. R. LeGallienne, author of that charming work, "The Book Bills of Narcissus," which is, no doubt, as well known in America as here.

Then, especially, the *Morning Leader* frankly takes a side in politics; *The Morning*, on the contrary, makes a show of neutrality, and the public hates this in journalism, at least here, where, if I may be allowed to say so, without discourtesy in an American journal, politics are regarded in a more sincere and patriotic light than in the United States. For example, the idea of money or self-interest influencing politics is never thought of or suggested, even by the most violent of party organs, the thing itself not existing. These considerations and the bad printing of *The Morning* will guide advertisers who may be contemplating London dailies, and as a last word, it may be said that, until we see how things go, the old-established penny morning and halfpenny evening papers constitute for the present the safest investment. The *Leader* might be added, however, if it is desired to cover all the ground, and the *Daily Graphic* may be borne in mind as the ladies' daily, a position which it shares with the *Morning Post*.

France has a halfpenny paper, the *Petit Journal*, which is credited with a fabulous circulation, and is one of the few really substantial French dailies. The latter are dated, by the way, one day ahead, which circumstance and their general ineptitude led to Mr. Labouchere's famous *mot*, "A French newspaper is dated to-morrow, and contains the news of the day before yesterday."

WHEN goods have remained in a certain position for some time, move them; a change of this kind often improves trade and is a personal pleasure. —D. T. Mallett.

MUSICAL CRITICISM IN NEW YORK.

From Boston Musical Herald.

Gentle reader, let me tell you this: the musical critics, whom you and the rest of the public hold responsible for all the musical matter in the dailies, have nothing to do with this puffery of small fry. They dislike it a great deal more than you do, but they are altogether powerless to prevent it. The secret of it all is tickets—tickets for the publisher, tickets for the proprietor, tickets for the editor-in-chief, tickets for the managing editor. These people never go near the symphony or the chamber music concert, never go to the piano recital (except when it is a fashionable craze—Paderewski), never look upon music as an art at all. But the comic opera, the popular concert, Patti and Morrissey claim them for their own. They go to this kind of show two or three times a week, and they furnish tickets to all their friends. What is the result? The managers of the silly season have a "pull" that no musical critic can withstand, because it is exerted on those in authority.

Harry Askin, manager of Digby Bell's Company, can get anything he wishes in most of the New York papers. If a critic goes to the first performance of a new operetta under Askin's management, and insinuates that the work is not a boon to the human race, Askin calls on the managing editor the next day, and two days later the paper will contain a notice, not written by the musical man, stating that Digby Bell's new opera has made a tremendous success, that there are more encores than were ever before known in that theatre, that Mr. Bell's part gives him finer opportunities than he ever had before in the whole extent of his career, and so on *ad nauseam*.

Now then, you have the secret of the "pull" which these persons have with the New York daily papers. I know whereof I speak. I know one musical critic, who labors in the same town with me, who is doing his level best to be scrupulously honest in an office where no less than three persons in authority are doing all they can, short of a positive command or a dismissal, to make him dishonest.

If this sort of thing stopped at the comic operetta it would be bad enough, but still it could be borne; but it goes

into the opera, the grand opera. Every one knows that all sorts of unmusical persons, who never set foot in the concert room, go to the opera. The newspaper owner, editor, managing editor, *et id omne genus*, are no exceptions. They like to go to the opera, too. But they take their opera in the same spirit as the other unmusical persons, and if they find themselves brought face to face with a serious art work, they don't understand it and they don't like it. Therefore they wish their musical critic to condemn it, and to praise the meretricious, superficial thing which they do understand and like.

The person outside of the daily newspaper business has no idea how far this thing goes. I know of one managing editor in New York who refused 12 applicants for the position of musical critic because they were admirers of Wagner. He said to one of them: "I wish the Abbey season of Italian opera to succeed. I intend that it shall succeed. You can't have the position, because you're one of these—Wagnerites." Of course, in the mind of a man like that, any person who admired Brahms or Tschaiikowsky, or even Grieg, would be considered a Wagnerite. I tell you, the man who sets out to write honest music criticism from a high standpoint for any daily paper in the city of New York (except the *Tribune*, where Mr. Krehbiel is absolutely free from interference) has a mighty hard row to hoe, and only a man who does not care a sixpence whether he is discharged for being too honest ought to make the attempt.—*W. J. Henderson, Musical Critic New York Times.*

"NOT FOR PRINT."

An author has a perfect right to look around him as he goes and comes in his daily life for material for his work, and portray the incidents and characters he may meet. This is not only permissible, but constitutes his tools of trade. But there are times and circumstances when the author is not received as author, but as guest or friend, and it is then that he is placed upon his honor. One of the most disagreeable things which jar most upon a conscientious writer is the reminder after he has been told a certain thing, "Of course, this is not for print." Yet this caution has been born of the indis-

cretions of unexperienced writers who seem incapable of judging between what is told them for their use and that given in confidence. There is nothing which lowers journalism so much in the estimation of people of taste, and rightly so, as an abuse of confidence on the part of a writer in whose keeping they believe a statement to be safe.—*E. W. Bok, in Weekly Journalist.*

Correspondence.

A SAMPLE ADVERTISEMENT IN THE NEW STYLE.

Editor of PRINTERS' INK:

After reading your interesting journal and comparing a number of samples of the modern style of advertisements, I have evolved the following from my fevered brain, which I submit to your courteous criticism:

Do your clothes pins break? You haven't got the right sort. Macbeth's the kind—made of Dunstan wood and coated with Maggie Murphy's varnish.

Do you ever use our cambric needles? The thread fairly "catches the eye."

No camel could get through.

Why?

"See that hump?"

After the first pair ate the first apple in the Garden of Eden, Adam said, "Good morning! Have you used Pears' Soap?"

CONSTANT READER.

"THOSE BEAUTIFUL ADS."

W. E. KRUM & Co.,
Havana and Domestic Cigars.
READING, Pa., June 6, 1892.

Editor of PRINTERS' INK:

If you will inform us when our subscription to PRINTERS' INK expires, we will be pleased to advance you one dollar for another year's subscription. We want it by all means, for we dare not lose sight of those beautiful "ads." written by Richardson, Beckwith, Gray, and a host of other acknowledged authorities. Very truly yours,

W. E. KRUM & Co.

A BARBER'S ADVERTISEMENT.

CHICAGO, June 7, 1892.

Editor of PRINTERS' INK:

DEAR SIR—Some two years ago I wrote the matter for the enclosed dodger, for a London, Ontario, barber. During the following six months I saw it frequently copied by other shops throughout Canada, but it was not till coming to Chicago, and finding a Madison street tonsorial artist using it, that I took any notice of it. I would like to have the opinion of PRINTERS' INK on it. Has it any merit, or has it been copied simply because the barber is generally too busy talking "shop" to his customers to prepare his own matter?

Yours truly,

JAY B. DIGNAM.

DOES YOUR BARBER? SUIT YOU?

WHISKERS grow in every Country on the Globe; whether the country be cold or hot, wet or dry, your whiskers grow faster than the interest on a twelve per cent loan. Unlike the peach crop, whiskers are not affected by the June frost or the blight; and like man, they are worn for a short time, only to be cut down and cast aside.

If you place yourself at the mercy of an inexperienced barber, the chances are ten to one that he will give it to you where the chicken got the axe—in the neck. If you go about removing them yourself, and start about it as you would to cut the grass on your lawn, you will regret it before the operation is half through.

Why not patronize those barbers that are at the head of the profession? Such artists are to be found in this city only at SHARKEY'S, in the City Hall Building, Richmond street.

Hair Cutting has got to be a science, and our men are shoulder to shoulder with the best on the Continent.

SUPPOSE YOU TRY US ONCE?

Editor (to New Arrival): Of course you will write only on one side of the paper.

New Arrival—All right; suppose I take the editorial side for my stint.—*Puck.*

UTICA PRESS.

DAILY AND WEEKLY.

Business Department
Otto A. Meyer Manager

Utica, N.Y.

1892

Published every
morning, reliable, and standard
Utica, N.Y.

TERMS—ONE YEAR.....\$5

Sample Copies sent free. Address

THE PRESS,

71 MAIN STREET, UTICA, N.Y.

WEDNESDAY MORNING, MAY 25

The situation is awkward.

The situation regarding the Republican Presidential nomination is nothing if not awkward. Mr. Blaine's popularity among the politicians of his party is conceded. If he made an out-and-out candidate of himself, his nomination would follow. He is the coolest which all the

Times believe of improving the public now seeking to arrange for a man to be made at the World's Fair next year. If such an enterprise can be carried out, good results will come from it. Any thing looking toward improving the roads ought to be encouraged.

In the contest between the publication known as Printer's Ink and the Post-office Department the right seems all to be on the side of the publication and the ruling all against it. There is no good reason why it should not have the same mail facilities as any other periodical.

"GO THOU AND DO LIKEWISE."

—N. Y. Mail and Express.

CHAUTAUQUA ORGANS PROHIBITED.

OFFICE OF PECOS VALLEY NEWS,
PECOS, TEXAS, June 7, 1892.

Editor of PRINTERS' INK:

I would be pleased to renew the subscriptions I now carry for PRINTERS' INK and send several copies more and pay for same in advertising space in the Pecos News. I sympathize with you in your fight, but feel that "Brer" Wanamaker would care little for the opinion of a Southern Democrat. It is a shame to allow Book News and National Bulletin to go at second-class rates when PRINTERS' INK is excluded. I would not exchange my copy of PRINTERS' INK for the finest magazine published, if I could not get another. I think the plan suggested by one of your correspondents, to petition Congress through Representatives, will be the best. I will push a list here to go to R. Q. Mills, our Texas Senator.

H. P. SIMONDS.

THE HAYS COUNTY TIMES,
SAN MARCOS, TEX., June 1, 1892.

Editor of PRINTERS' INK:

It has been a very interesting matter to me, this uncalled-for interference of Third Assistant Hazen in regard to the passage of PRINTERS' INK through the mails; though little did I think I would be thrown in the same predicament myself.

I had started a little monthly, in the interest of our local Chautauqua, when, lo! I have to desist from the enterprise on account of the edict of King Hazen, who proclaims the fact, after letting me issue two numbers of the Chautauqua Monthly, that it cannot go through as second-class matter. What can I do? Is there no redress? Is this opponent to the diffusion of knowledge forever to remain in power, a hindrance to progress and the trade generally?

GEO. A. McNAUGHTON.



Printers Ink
New York City

Terre Haute, Ind.

June 8, 1892

Enclosed find one dollar in currency for which please continue our subscription for Printers Ink.

The writer is in full accord with Mr. Harrison and if in Minneapolis today would be working for his Nomenclature, but must say this his P.O. debt is very weak in its fight upon Printers Ink; Printers Ink is read as carefully by the officials of our Corporation as the Carriage Monthly.

At home the writer reads the dailies, The Anna, Western Christian Advocate, his boy reads The Youth's Companion, Harper's Young People; but everywhere of Printers Ink is carried home and read with profit and in measuring up leading matters and advertisements as compared with other publications fail to find much if any difference.

Even in Larches, you truly

TERRE HAUTE CARRIAGE & BUGGY CO.
JAMES H. HARRISON
VICE PRES. & GENL. MGR.

From the Secretary of the Connecticut Editorial Association.

WEST WINSTED, Conn., June 11, 1892.

I regard the action of the Post-Office Department in excluding PRINTERS' INK from the mails as second-class matter as an outrage in every sense of the word. I believe that there is no periodical published that presents as much news matter, of interest to the class of people for which it is intended, as does PRINTERS' INK. GRENVILLE K. SAFFORD, Sec'y and Treas. Conn. Editorial Ass'n.

From a Member of the Executive Committee of the Lehigh Valley Editorial Association.

SLATINGTON, Pa., June 6, 1892.

I certainly side with you in your hitch with the P. O. D. To my mind, there is no reason for your exclusion from the mails, unless it be a personal one—one caused by personal feeling or malice.

I think your idea a good one, and wish all my advertisers had the paper.

As a member of the executive committee of Lehigh Valley Editorial Association, which meets 25th inst., I will take pleasure in bringing your case up for action.

H. L. WORK.

From the Vice-President of the New Hampshire Press Association.

CONCORD, June 4, 1892.

I have been considerably interested in the case of "PRINTERS' INK v. Wanamaker's Post-Office," and, judging from the drift of sentiment, the press of the country is unanimously with you in this fight. When we consider the fact that John Wanamaker & Co., of Philadelphia, publishes a trade journal known as the *Book News*, devoted to the advertising of books sold by the firm, and that it enjoys the usual low postal rates accorded to newspaper publications, we cannot see upon what grounds the same privilege is refused PRINTERS' INK.

NEW YORK PRESS ASSOCIATION

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E. M. BUTLER, New, Buffalo.
VICE-PRESIDENTS
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OFFICE OF THE SECRETARY

Danville, N. Y. 3 June 1892

Mr. George P. Rowell

Newbury City

Dear Mr. Rowell:

I have read with much interest all that has come to me relative to the controversy between Printers' Ink & the Post-Office Department. It would puzzle the historic "Philadelphia lawyer," & perhaps the modern Philadelphia Postmaster-General to decide with equitable exactness on which side the somewhat speculative line of Cleveland some publications belong as objects of postage chargeable. But the seems very clear to me that Printers' Ink is entitled to second class rates; or, if not, that very many other publications paying second class rates should not be so favored.

This is a question of general interest to publishers, & on behalf of the New York Press Association I expect to give an earnest invitation to personally present the same, as amicably as possible, at the next annual meeting of the Association to be held in Buffalo the second week of July prox.

Very truly yours,

A. G. Bunnell, Secretary.

also a trade journal. But, then, John Wannamaker is Postmaster-General. We hope and trust and we think you will win in this case; and more than that, the action of the Post-Office authorities will have given PRINTERS' INK a better advertisement than even the publishers could have possibly suggested for it.

JOHN W. BOURLET,
Vice-Pres. N. H. Press Ass'n.

YES. A good advertisement, but too expensive.—[Ed. PRINTERS' INK.]

ANOTHER POST-OFFICE LIE.

POST-OFFICE DEPARTMENT,
Office of the
Fourth Assistant Postmaster-General,
WASHINGTON, D. C., May 19, 1892.

DEAR SIR—There has been for some time past a controversy between the publishers of PRINTERS' INK and the Third Assistant Postmaster-General as to whether or not it was entitled to pass through the mails as second-class matter.

Much correspondence has been had on the subject, and I learn the present status to be that the case has been referred to Attorney-General Miller for his opinion, which I presume will be rendered in due course. The matter is now in his hands.

Very respectfully,

M. D. WHEELER,
Chief Inspector.

DEPARTMENT OF JUSTICE,
WASHINGTON, D. C., June 13, 1892.

Philip Carpenter, Esq., No. 38 Park Row,
New York City:

SIR—Yours of June 10th is received. No question in reference to Messrs. George P. Rowell & Company is pending before me.

Very respectfully,

W. D. Miller

Attorney General.

Office—10 Spruce St.—Uptown.

GEO. P. ROWELL & CO., PUBLISHERS.

AMERICAN NEWSPAPER DIRECTORY:

Issued Annually. Price Five Dollars.

PRINTERS' INK: A Journal for Advertisers.

Issued Weekly. Price One Dollar.

NEW YORK, June 10, 1892 189

A. G. Bunnell, Esq.,
Secretary New York Press Association,
Danville, N. Y.

My dear Mr. Bunnell:

I am greatly obliged to the New York Press Association for the invitation so kindly conveyed to me in your letter of June 3rd to be present at the meeting of the association in Buffalo the second week of July, for the purpose of personally relating to the convention the story of the remarkable example of press censorship as exhibited by the Post-Office Department in the case of PRINTERS' INK.

My arrangements, however, have for some time been made to sail on the Majestic, which leaves this port for Liverpool on Wednesday, June 22nd; and so many other interests are involved that I find myself unable to arrange a change of plan. This I much regret.

You very justly remark that "this is a question of general interest to publishers." The facts are pretty fresh in the minds of your members, for they are all readers of PRINTERS' INK, and I have assurances of warm interest from more than one of them. I shall hope, therefore, that the case will receive the attention to which its importance entitles it.

Surely, publishers are entitled to have postal laws that they can understand, and post-office rulings ought to be public, plain and uniform. Star chamber proceedings should be impossible, and the invoking of influence to secure undoubted rights wholly unnecessary.

Those of your members who have had occasion to learn how powerless a publisher is in a case, like this of PRINTERS' INK, supposed to be left to the discretion of the Postmaster-General, know how important it is that discretion should be used with fairness.

How much better it would be to have the LAW settle all questions, so that nothing shall be left to discretion or the want of it by the Postmaster-General, or what is more to the point, an incompetent Department clerk possessed with a desire to show his importance and a genius for making a muddle of plain business questions.

I am

Your very obedient servant,

George P. Rowell

WILL MAKE THE FUR FLY.

A brother editor living in a live town in the iron regions says, concerning the member of Congress for that district: "I have written to him; he is a personal friend of mine, one of the best men in the House, and if he takes hold of Wanamaker he will make the fur fly."

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

NEW PREMIUM GOODS—a large and attractive line. Send for catalogue. R. H. INGERSOLL & BRO., 65 Cortland St., N. Y.

THE SCIENCE OF ADVERTISING. A profound analysis of the subject. Price 25 cents. WEST'N ADV. & INT. AGENCY, Fort Smith, Ark.

FOR SALE—A German newspaper plant, doing an excellent business in a good town. Good reasons given for selling. Terms easy. Inquire at this office.

FOR SALE—An old-established office, issuing an afternoon and two weekly papers. Good location, Ohio. First-class equipment, almost new. Address "UNUSUAL," care Printers' Ink.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENT'S HERALD, Phila., Pa.

IMPORTANT! Printers and Advertisers. 5,000 stock cuts, initials, comic and other illustrations. 15c. each. Newspaper portraits, any subject, \$1.00. Illustrate your town. Boom your business. Catalogue 4c. Write for information. CHICAGO PHOTO ENG. CO., Chicago.

FOR SALE—A snap—Controlling interest in paying Democratic morning daily and weekly in live Western city, 5,000. Official paper county. Legal rates. A bargain. Investigate. Only \$5,000 cash required. Address "MASCOT" care of A. N. Kellogg Newspaper Co., Kansas City, Mo.

MACCABEE SOCIETY has \$30,000 worth of printing yearly. A big line of other job work. Complete plant offered for sale at a low figure. Proprietors desire to devote their time to paper publications. Modern office. Address COMMERCIAL TRIBUNE PRINTING CO., Port Huron, Mich.

60,000 Enterprising Teachers. Hull's Directory, book form, revised for summer and fall use. "We consider Hull's State lists of teachers the most correct lists published. We say this after comparison and test. J. R. Holcomb & Co., Cleveland, Ohio." Sample page free. HULL, Shelton, Neb.

WANTS.

Advertisements under this head 75 cents a line.

WANTED—VICK'S.

WANTED—200,000 VICK'S by advertisers.

WANTED—RESULTS! Vick's 200,000 brings them.

WANTED—Good results! VICK'S MAGAZINE 200,000 gets them.

WANTED—An adv. medium with pulling qualities. Vick's 200,000.

WANTED—PROVEN CIRCULATION. Vick's gives it each month.

WANTED—A Magazine to reach the masses! VICK'S 200,000 does it.

WANTED—Increase of business! Use VICK'S 200,000 and get results.

WANTED—Commonsense advertisers who appreciate a Guaranteed and Proved Circulation. VICK'S MAGAZINE, 38 Times Bldg., N. Y.

WANTED—10,000 answers to my ad! Use Vick's 200,000 circ. It pays.

WANTED—To be in the swim. Use VICK'S MAGAZINE and you can be.

WANTED—By advertisers, more guaranteed and proved circ. Like "Vick's."

WANTED—A better adv. medium than PRINTERS' INK. It brings best results, so does VICK'S.

WANTED—PRINTERS' INK readers to know of the value of VICK'S MAGAZINE. Its 200,000 brings results.

WANTED—An adv. medium that will bring something beside postal card inquiries. Vick's Mag. will do it.

WANTED—A circulation of 200,000! Use VICK'S then; 142 copies for one cent on a yearly contract for one inch.

WANTED—A man with \$5,000 or \$10,000, with snap, in a newspaper and publishing business in Mass. Address CHAS. E. HOAG, Peabody, Mass.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

COVER DESIGN WANTED for SEED CATALOGUE. We will pay \$50.00 for complete cover design for our 1893 seed catalogue, if accepted. Samples of former covers, showing our general style, mailed on application. VAUGHAN'S SEED STORE, New York and Chicago.

WANTED—Position as business manager of live progressive daily newspaper. Acquainted with leading foreign advertisers; thoroughly understand the circulation problem and familiar with the best book-keeping system in the United States. Would like interest in business. Have done well for others, might do well for you. Address "MANAGER," care Printers' Ink.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

G RIT

VAN BIBBER'S.

SPOKANE SPOKESMAN.

NEWPORT DAILY NEWS.

LEVY'S INKS are the best. New York.

RICH and cultivated people read the NEWPORT DAILY NEWS.

JOHAN T. MULINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE cream of American society reached by the NEWPORT DAILY NEWS.

NEWPORT DAILY NEWS. 46 years old and never better. Wealthiest readers.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

BOSTON HOTEL GUIDE is read by every New England hotel keeper. Very new.

SHORTHAND TAUGHT BY MAIL and personally by W. G. CHAFFEE, Oswego, N. Y.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THE TOURIST. Have you seen it? THE NEWS SERIES. Do you know what it is? Utica, N. Y.

IT IS BIGGER — THE TERRE HAUTE EXPRESS — than any paper in Indiana outside Indianapolis.

NEWPORT — The best, most widely circulated, most influential paper is the DAILY NEWS. So says Rowell.

\$1.50 FOR 5 LINES 26 days. 6 days, 50 cts. Display ads. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n 7,000.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 30,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Advt's free.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

PAPER DEALERS — M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

UPON application we will send any newspaper or periodical copies of our publications for review and notice. Address F. H. LEAVENWORTH PUBLISHING CO., publishers of THE INDICATOR, Detroit, Mich.

LETTERS to let for copying, 30,000 from our own ads from Oct. '91, up to date. Never been used before. Make offer for first and second copying. Address H. KNOBLOCH & Co., No. 1193 Broadway, New York.

GUARANTEED circulation of Columbia, S. C., WEEKLY REGISTER exceeding 5,000. Largest circulation of any paper in the State. Fine medium to reach the agricultural community. Address CHARLES A. CALVO, Jr., Columbia, S. C.

ADVERTISERS that desire to use Yard Sticks, Rulers, Dominos, Thermometers, or Board Signs, and wish to purchase direct from the original manufacturers of these specialties, should address NATIONAL ADVERTISING CO., Seneca Falls, N. Y.

NAMES — 125,000 addresses of persons, mostly ladies, who have sent money in reply to ads. This is no copy, but the original list, arranged by towns and States, in 70 large volumes, and has never been sold. Full particulars by addressing F. TRIFLET, 408 Wash. St., Boston, Mass.

REFERRING to THE GALVESTON NEWS, Geo. P. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

JAPANESE PILE CURE — A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 6 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 6 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.

NOSTRAND'S FASHION LIST. 11 Leaders. Ask rate. F. W. NOSTRAND, Tribune Bldg., N. Y.

NOVELTIES for Publishers and Novelty Dealers. P. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBB BROS. & MORAN PRINTERS 45-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Washington, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

BOSTON. I manage adv. for Pray & Co., Dyer, Rice & Co., etc. Other such clients wanted. A. E. SPROUL, 658 Wash'ton St.

1000 6x9 Circulars, Neatly printed, by mail post-paid, \$2.00. HENRY F. COOK, Midlothian, Md.

WOOD ENGRAVING PETRI & PELS NEW YORK.

MY Cartoon-Portrait proposition will interest every live editor and please the most economical. Proof free. CHAS. W. HARPER, Columbus, O.

DESIGNS, Illustrations, etc. Highest order only. A. W. B. LINCOLN, 28 W. 30th St., N. Y. City. Ten years with leading periodicals and advertisers.

12 For a Nickel STEEL PENS SPENCERIAN, 810 B'way, N. Y.

Do You Want Agents? I have sent so far to 35,000 post-offices for the names of Agents for my own use. Send for particulars. J. S. MEAD, Vineland, N. J.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

\$1.35 WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed. BELLMAN BROS., Toledo, O. Samples, 4c.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,000. Advertisers say it pays.

LADD'S PLAN. I give considerable time to studying advertiser's requirements. Then, if I suit him, we do business. Write me. A. C. LADD, Ad. Writer, 87 Lincoln St., Boston.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise! Washington, D. C.

"WHEN" A RARE BOOK FOR MEN.

Mailed Secure. 10 Cents Silver Or Six 2 Cent Stamps P. O. Box 108. NEW HAVEN, CONN.

\$30.00 Per Day our agents make taking advertisements from leading firms for our "Guest Call" which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the Electric Guest Call Company, Minneapolis, Minnesota.

To Those Who Don't Know: I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

ESTABLISHED 1852. L. P. FISHER, Newspaper Advertising Agent, 21 Merchants' Ex., San Francisco

BIZZIE MEN Cost me \$5,000. Cost you \$3. Worth \$1,000,000. **DYSPEPSIA** How to Cure It. No Medicine. C. M. NORRIS, Pianist, Saginaw, Mich.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS. 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JUNE 22, 1892.

OFFICE OF THE HOUSTON POST, }
HOUSTON, Texas, June 8, 1892. }

Mr. Geo. P. Rowell, 10 Spruce Street, New York:

DEAR SIR—I am pleased to inform you that the following resolution, offered by the *Post*, was passed unanimously by the Texas Associated Press:

Resolved, That in our opinion PRINTERS' INK is a legitimate publication and is extremely valuable to the mercantile interests of this country, and that it is clearly entitled to postage as second-class matter.

Yours truly, J. L. WATSON,
Sec'y and Treas. T. A. P.

HARRISON AND REID.

PRINTERS' INK does not profess to be a political paper, but its proprietors are Republicans and hope to see the Republican ticket elected in November. They believe that the nominations at Minneapolis were wise. PRINTERS' INK has suffered from the tyranny of a bad tempered and revengeful Postmaster-General, appointed under a Republican Administration, but some bad men are prone to get into office even under the most careful supervision, and it is well known that there are many Republicans from among whom a competent Postmaster-General may at any time be selected. Among Democrats there are doubtless many who are inferior to Mr. Wanamaker in fairness and capacity for truth telling, although, perhaps, that is the severest thing that can just now be said about the Democratic rank and file.

It is becoming an important question whether PRINTERS' INK will get into the Post-Office before Mr. Wana-

maker gets out, or *vice versa*. Right and justice demand that both events shall soon transpire, and they will. It is a matter of slight consequence to the public which comes first. Simultaneous is a good word.

TOO TRUE!

The opinion is universal, among those who know about the case, that the question of right or wrong is not considered by the Post-Office Department in connection with PRINTERS' INK. The one point with all from Fountain, Haynes, Hazen up to Wanamaker appears to be: "We have the power!" "PRINTERS' INK has criticised us!" "We can wait!" "PRINTERS' INK can sweat!" This is all true, and the June sun is very warm.

JOURNALISTS are fond of getting together at press banquets and talking about the free and unsubsidized press of America. They will perhaps find it difficult to reconcile these bits of eloquence with the strictures on the New York press made by Mr. W. J. Henderson, well known as the musical critic of the *New York Times* and author of sundry books on musical subjects. When Mr. Henderson says that honest musical criticism is an impossibility on any New York daily except the *Tribune*, he will no doubt cause many people to open their eyes in surprise who have hitherto supposed the big dailies at least to be run on an independent basis. What is the powerful agent before which these great newspaper properties bow? The answer seems absurd. It is nothing greater than a two-dollar ticket to the theatre or comic opera. It appears that it is not only the editorial staff that isn't proof against this petty bribery, but the "newspaper owner" himself likes to go to the grand opera and pay for his seat with a puff that the circumstances do not warrant. How many patent medicine men there are who would gladly subsidize the entire newspaper force with theatre tickets if they could get in return those graceful editorial notices that are showered upon theatrical enterprises.

It will be remembered that three years ago, at the meeting of the American Newspaper Publishers' Association, a proposition was introduced by a well-known theatrical manager to make advance notices of theatrical ag-

gregations dependent upon the amount of advertising guaranteed. He complained that by the present system theatrical agents rush to the editorial rooms and the one who has the most persistence or most impudence gets the best notice. By the introduction of this plan it was claimed that a paper like the Chicago *Herald* would be the gainer by \$5,000 a year. Major Richards of the Indianapolis *News* thought the idea disgraceful, and no action was taken.

But, after all, can it be that Mr. Henderson's statements apply literally to *all* the New York dailies?

HEALTH, PLEASURE AND POSTAGE.

When asked where she was going this summer, Mrs. Robert P. Porter responded:

"Try a new experience, and one that promises health and pleasure for the whole family. At the end of this month we shall leave for Elizabethton, the new co-operative town of Eastern Tennessee, right in the heart of the famous Watauga Valley. There we shall occupy Honeysuckle Cottage, while our own residence, which will be a permanent summer home, is building. Meantime, we shall enjoy literally the three acres and a cow, necessary to the happiness of every well regulated householder, and which, with the accompaniment of a buckboard and span of tough mountain ponies, 'a chickery,' a couple of big dogs, a family of kittens, a discursive parrot and an aquarium will insure the children's paradise."

The above is from the *Watauga Valley News*, the Hon. Robert P. Porter's Land Circular, entered at Mr. Wanamaker's Post-Office in Washington as second-class matter. There is more of the same sort, but nothing to indicate whether the funds for the cow, buckboard and parrot are derived from money saved by mailing the circular at the second-class rates accorded to the *Watauga News* and Mr. Wanamaker's *Book News*, instead of the third-class rates exacted from PRINTERS' INK and some other first-class newspapers, who have not the political pull that belongs to the offices of Superintendent of the Census and of Postmaster-General.

THE inside figures in relation to the cost of advertising and comparative growth of profits in the case of some of the largely advertised specialties are rarely made public, and more than ordinary interest pertains to the account of the new Pears Soap company, given by our London correspondent on another page of this week's PRINTERS' INK. The table of figures affords a practical study in advertising for per-

sons of a reasoning turn of mind, and it will be especially noted that, while the advertising was cut down in 1891, the profits increased, though not in so large a ratio as in former years. What interests Americans most is the probable effect of the proposed reduction in the advertising expenditure upon this country. Mr. Lyman D. Morse, who manages for Mr. J. H. Bates the Pears advertising on this side, is not yet prepared to make any statement for publication. We are informed, however, that the books of the new company were only open two hours and in that time all the stock was subscribed for six times over.

WANAMAKER IN PERPLEXITY.

OFFICE OF
NATIONAL JOURNALIST PRINTING CO. }
175 MONROE ST., CHICAGO, June 10, 1892. }

Editor of PRINTERS' INK:

It is a growing conviction with me that there is a very nice point involved in your case. It must be very hard at times to distinguish between journals that are published to be sold on their merits to subscribers and those sent out merely to advertise the private business of the publisher.

Put yourselves in the place of our perplexed P. O. officials and exercise a liberal amount of charity.

B. B. HERBERT.

Mr. Wanamaker is taxing us \$500 a week while he is floundering about in his perplexity. Really, Brother Herbert, he doesn't leave us in any position to exercise charity. If Wanamaker doesn't know what his duty is, don't you think he ought to let us alone until he studies up? Is it right to punish PRINTERS' INK for what Wanamaker doesn't know?—[Ed. PRINTERS' INK.]

CALIFORNIA SPEAKS.

CALIFORNIA PRESS ASSOCIATION, }
SAN FRANCISCO, Cal., June 9, 1892. }

Editor of PRINTERS' INK:

For several years I have been a close reader of PRINTERS' INK, and have taken considerable interest in watching your fight with the Post-Office Department.

I consider PRINTERS' INK a most valuable publication, and do not understand how the Post-Office Department can consistently exclude it from second-class mailing facilities and continue to accept other trade papers at second-class rates.

This office could not "keep house" without the weekly visits of your publication.

Yours very truly,
M. L. HADLEY,
Special Agt. Cal. Press Ass'n.

Wasted Energy. — Spacer: Liner doesn't look well to-day.

Riter—No; he has been doing a great deal of work lately.

Spacer—Ah, yes, and getting it rejected. No wonder he looks sick.—*Town Topics*.



PUBLISHERS DESIRING BICYCLES

For themselves, employees or for use as premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free.

ROUSE, HAZARD & CO., 1 X Street, Peoria, Ill.



How to Make RUBBER STAMPS.

Use Latest Improved Process and a New York Vulcanizer. Circulars free. BARTON MFG. CO., 338 Broadway, New York.

THE HOME CIRCLE, ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable advertising medium for
GENERAL ADVERTISERS.

Try 10 lines one time for \$5.00.

THE HOME CIRCLE,
600 and 602 N. 4th Street, St. Louis, Mo.

Dodd's Advertising Agency, Boston, or World Bldg N.Y. City.

265 Washington Street.

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.

LOW ESTIMATES.

See It Grow.

May 16th, the subscription list of **SUCCESS WITH FLOWERS** numbered 47,398; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for July will exceed 50,000 copies. Published by

THE DINGEE & CONARD CO.,
WEST GROVE, PA.

From "PLATO," Of Portland, Ore.

Am painting signs on walls, etc., for Price's Baking Powder Co., through Oregon, Washington, Idaho, Brit. Col., etc. This contract alone proves my standing, and serves as reference.

Want contracts to cover Pacific Coast, or will handle entire advertising of any article of merit, to include press, posting, painting, distributing, sampling, etc. Can give intelligent estimate of cost. Will come East and "talk it over" if indications warrant expense. My credentials entitle me to confidence. Address

"PLATO," Portland, Ore.

THE KINDERGARTEN NEWS, BUFFALO, N. Y.

Is a popular magazine for every one interested in child life. Advocates Free Kindergartens as a philanthropy and as the foundation of the public school system. Is the news-bearer of the movement.

The Best Advertising Medium

to reach Kindergarten teachers and people who are interested in this movement.
Send for sample copy and rates.

San Francisco Bulletin.

Established 1853.

Largest Evening Circulation in California.
High character, pure tone,
FAMILY NEWSPAPER.



"I give liberally because I receive liberally. I'm prosperous because I trust in God and in advertising—I mean advertising in sensible and substantial mediums. That man Bruce, who publishes

THE AMERICAN
School Board Journal

has got horse sense. He holds that his advertisers must make money before he can make it. Find him in New York and Chicago. Deacon, accept my contribution."

PREMIUMS.

Dealers with anything good to offer in this line should send Catalogues, Price Lists, Discount Sheets, &c. (but not traveling men) to the



We Conduct **NEWSPAPER** A **ADVERTISING** Agency.

WE GIVE TO ALL CUSTOMERS

Indiculous Selections.	ADVERTISE STACK OF CHURCH	Conspicuous Positions.
Experienced Assistance.		Unbiased Opinions.
Prompt Transactions.		And Confidential Service.
Low Prices.		

CONTINUOUS ADVERTISING BRINGS SUCCESS!
ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND
ESTIMATES OF COST IN ANY NEWSPAPER
FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

Advertising Clocks.

LARGE SIZE.
Handsome appearance.

Warranted.

Good. Suitable for Clothiers, Newspapers, and any special brand goods. Write for Illustrated Price List or any information.

Baird Clock Co.
Plattsburgh, N. Y.



Home Circulation.**The New Haven News**

The
Family
Paper
Of

Southern Connecticut.

Largest
Delivered
Circulation
In

The Entire State.**The New Haven News**

Every Day Except Sunday.

Conservative, Clean, Independent.

Advertising
That Yields
Big Returns.

THE

Sunday Mercury

NEW YORK.

CIRCULATION.

Feb. 7.....108,121	Mar. 20.....109,319
" 14.....108,915	" 27.....109,306
" 21.....108,975	Apr. 3.....108,697
" 28.....109,215	" 10.....108,542
Mar. 6.....109,405	" 17.....108,901
" 13.....109,008	" 24.....109,521

Average..... 108,935.

RATES, MAY 1, 1892.

General—8th Page.....	.25
" —Inside Pages.....	.35
Special Notices.....	.35
Medical.....	.40
Business Notices.....	.50
Local Miscellany.....	.50
Reading Notices.....	1.00

THE MERCURY does not set up the usual claim of being the best medium. Its broad circulation, city and country, and its high standard of excellence guarantee large returns from the amount invested in its advertising columns. When placing future business bear THE MERCURY in mind.

THE MERCURY, NEW YORK.

The Sunday School Times :

No other religious weekly has a better class of adult readers.

No other religious weekly has as large a list of paid in advance subscribers—152,500.

No other religious weekly gives so strong a guaranty that its advertisers are trustworthy.

No other religious weekly is so particular as to the character of its advertisements.

Put
Them
On
Your
List

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Write to us
to substantiate
these statements.



Over 150,000 Copies
Religious Press
Association
Phila

WE DON'T
COVER THE EARTH

BUT WE **DO** CLAIM TO
COVER A SMALL
portion very thoroughly.

THE

FARMER'S RECORD

MUNCIE, IND.,

Published Twice a Month,
Reaches 21,000 Homes
each issue.

Rates, 12 cents per agate line.

You may have sample copies and
discounts for the asking.

Space at the agencies, or

RECORD PUBLISHING CO.,

Muncie, Ind.

The
**Canadian Agriculturist and
Illustrated Home Journal.**
Monthly.

The Ladies' Home Magazine
Illustrated—Monthly.

**Combined circulation each month
(Guaranteed), 100,000,**

about one-third in Canada and balance
in the United States.

Circulates in over 25,000 post-offices
(nearly every post-office in the United
States and Canada).

They go amongst the very best people
the advertisers want to reach—the rural
districts, including smaller towns and
villages.

We want no patronage that does not
pay the Advertiser handsomely.

"Results to the Advertiser"
is our Motto.

RATES FOR ADVERTISING:

(14 Lines to the Inch.)

Canadian Agriculturist (alone), 25 cts. per Line.

Ladies' Home Magazine (alone), 25 cts. per Line.

Both publications combined, 40 cts. per Line.

Discounts—10 per cent for Three Months, 15
per cent for Six Months, 20 per cent for One Year.

Send for sample copies and estimates.

B. L. CRANS,

U. S. Representative, 10 Spruce St., N. Y.

We Don't

run advertising as editorial
matter. Cheap papers, that
have no reputation at stake,
can do it. Papers with a
name and a character can't
afford to do it. They don't.
Intelligent readers won't be
deceived by advertising under
the disguise of editorial
matter. Cheap papers satisfy
cheap people, but The Rural
New-Yorker is the only farm
paper that satisfies intelligent,
progressive, discriminating
farmers. The reason
for this sticks out all over
every number. We will send
you a copy, if you ask for it.

THE RURAL PUBLISHING CO.,
Times Building, New York.

SEWING MACHINE

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of
Women's Clubs. *Chicago Daily News:* THE CYCLE was
made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean:*
The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor, was
made the organ, and pledged the support of the Federation.

The best Medium to reach the People of

NEBRASKA,

Kansas, Colorado, and South Dakota is the **STATE JOURNAL**, Morning, Sunday,
and Semi-Weekly. Published at Lincoln, Neb.



The ONE paper of Wisconsin, Minnesota and the Dakotas. CHAS. H. EDDY, Eastern Agent,
10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over
50,000 guaranteed. We invite correspondence from advertisers who would like to reach our
people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

THE NEW YORK LEDGER

is making a specialty of *Summer Novelles* complete in each issue of the paper, and is gaining in circulation accordingly among readers of leisure and wealth, besides continuing to be the Favorite National Family Journal of The People.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

TESTIMONIAL
OF
HOSTETTER CO.,
of
Pittsburgh, Pa.

CHICAGO NEWSPAPER UNION, CHICAGO, ILL.:

Gentlemen—We have been patrons of your lists for many years, and are well pleased with the result of our advertising in them, as well as with your methods of doing business.

Yours respectfully,

THE HOSTETTER COMPANY.

For Catalogue of.

THE CHICAGO NEWSPAPER UNION,
Address—93 So. Jefferson St., CHICAGO, ILL., or
10 Spruce St., NEW YORK.

EMERSON SAYS—

"In order for a man to do any good with a certain belief, he must be thoroughly drunk with it."

WE ARE DRUNK—

with the belief that advertising is a high art, and that, as such

IT REQUIRES—

A knowledge of the needs of men.

A sensitive tact that can tell in precisely what spot your wished-for customer is most vulnerable, and

A great amount of common sense, and artistic skill in the arrangement, ornamentation, and general make up of your advertisement.

WE, THE ROBINSON-BAKER ADVERTISING BUREAU,

107, PULITZER BUILDING, N. Y.,
will correspond with you on this subject.

25,000 OF THE 25,000
BEST PEOPLE IN AMERICA READ THE

Chester  Times

The value of an Advertising Medium depends on the worth of its Readers. Can

Chester and Delaware County, Pa.,

BE BEATEN IN THIS RESPECT?

The CHESTER TIMES has three times the Circulation of any other paper in this territory.

WALLACE & SPROUL, Chester, Pa.

NEWSPAPER MEN	Are getting
SEED GROWERS	FINE
COFFEE ROASTERS.	Goods for
SOAP MAKERS	PREMIUM USE
SPICE GRINDERS.	FROM US.
BAKING POWDER MANUFACTURERS.	Send for
	<i>Illustrated Catalogue. .</i>
	NET PRICES ARE IN IT.

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

What's the Matter With This ?

Waterford, Pa., May 11, 1892.

Messrs. I. S. Johnson & Co. : I am getting all the orders that I am able to fill at present ; am shipping orders to 16 different States from my small ad. in FARM-POULTRY. Have sold over \$80.00 worth from a \$2.40 ad. I don't think any one could find fault with that investment.

Yours truly,

F. E. ENSWORTH.

Advertisers in . . . FARM-POULTRY . . . Get Results.

It will pay any advertiser who wishes to reach families in the suburbs of cities, large towns, villages and live farmers who have money, and spend it for reliable goods. Over half of our readers are heads of families. Forms close 15th of month prior to issue.

Proof of the Pudding, Circulation,

Rates and Sample Copy sent on request.

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

ALLEN'S LISTS.

When an advertiser culls his stock of advertising mediums in hard times and in summer, he retains those which bring the largest cash returns in proportion to the cost, if he be properly balanced.

To know who are counted as level-headed advertisers, it is only necessary to consult the columns of Allen's Lists. As they stay in and make money continuously, it shows your loss by staying out.

Forms close the 18th of each month preceding date.

E. C. ALLEN & CO.,

Proprietors of Allen's Lists,
AUGUSTA, MAINE.

The New Cycle.

Press Comment on THE CYCLE and the General Federation of Women's Clubs.

Chicago Daily News.—THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall.

Chicago Times.—THE CYCLE has been revived and was voted the organ of the Federation.

Chicago Inter-Ocean.—The matter of a Club organ was presented, and THE CYCLE, with Mrs. J. C. Croly, as editor, was made the organ, and pledged the support of the Federation.

Chicago Tribune.—The Federation will have an organ of its own, THE CYCLE.

New York Sun.—Editorial, May 17. We must speak with respect and in praise of the Women's Convention held in Chicago last week. We guess that it was the most important Convention ever held by women in the United States. Its purpose was not to promote female suffrage or dress reform, and it had no revolutionary programme with divided skirts. The design of the numerous clubs of which it was composed is to enlarge the social intercourse of women, to foster the growth of knowledge and thought among them, to train them to perform their duties as members of the body politic, and to furnish them with opportunities of mutual service in the business of life. We used to hear of the "screaming sisterhood" in former times, but this Convention was not held by that sisterhood. The delegates sent to it from the 200 women's clubs in the country were level-headed, discreet, well-disciplined, and intelligent daughters of mankind. The questions brought up in it were those that relate to the interests and the welfare of women. Its proceedings were in conformity with the rules provided for public conventions. It was a credit to womankind.

THE NEW CYCLE

Has no equal for reaching the better class of ladies. Only first-class advertisements taken.

THE NEW CYCLE, 36 Union Square, New York.

GEO. D. BARNARD & CO.,

INCORPORATED.

**Blank Book Makers, Printers,
Stationers,**

ENGRAVERS AND LITHOGRAPHERS.

GEO. D. BARNARD,

E. T. USTICK,

W. K. RICHARDS,

GEO. S. MCGREW,

DIRECTORS.

1101, 1103 & 1105 WASHINGTON AVE.,
ST. LOUIS, Mo., May 19, '92.

EDITOR MAYFLOWER:

I wish to call your attention to the torn leaves of THE MAYFLOWER from spilt paste. The magazine is well worth binding and preserving, and one does not like torn leaves. My May number was quite badly soiled in this way, but is full of good things.

Yours truly,

W. K. RICHARDS.

JOHN LEWIS CHILDS:

SYRACUSE, N. Y., May 20, 1892.

Dear Sir—I have been a subscriber to THE MAYFLOWER for several years, and have all the numbers from the beginning. I have been much pleased with the continuous improvements made, and have earned premium by sending you many new subscribers. I am glad to see the success you have gained and rightly earned.

E. RUSTON.

Thousands of testimonial letters from appreciative subscribers. Hundreds of pleased advertisers have expressed their praise.

**The Mayflower, Floral Park, N. Y.
300,000 Copies a Month!**

WM. A. COLLIER, President.

THOS. D. TAYLOR, Business Manager.

The Memphis Appeal-Avalanche

"THE GREAT SOUTHERN NEWSPAPER."

AMONG
CITIES
OF THE
SOUTH.

FIFTY-SECOND YEAR.
MEMPHIS RANKS:
FIRST

AMONG
CITIES
OF THE
SOUTH.

IN NUMBER OF RAILROADS AND R. R. TRAFFIC.
LARGEST INLAND COTTON MARKET IN THE WORLD.

FIRST

In Banking
Capital,
In Wholesale
Grocery Trade,
In Wholesale
Lumber Trade,
In Wholesale
Drug Trade,
In Newspaper
Circulation.

BANK CLEARINGS:

For the week
ending March
10th, 1892, the
clearings of At-
lanta, Birming-
ham and Nash-
ville combined
amounted to
\$4,150,000, while
the clearings
of Memphis
alone was \$4,
606,800.



Home of THE APPEAL-AVALANCHE.

FIRST

In Miles of
Electric
Railway,
In Wholesale
Boot and Shoe
Trade,
(5th largest in
U. S.)

SECOND
In Wholesale
Dry Goods
Trade.

BANK CLEARINGS:

For the week
ending March
10th, 1892, the
bank clearings
of Memphis
amounted to
more than the
clearings of
Nashville, At-
lanta and Bir-
mingham com-
bined.

LARGEST CIRCULATION
OF ANY
NEWSPAPER IN THE SOUTH.

THE DAILY A-A.
THE SUNDAY A-A.
THE WEEKLY A-A.

ADVERTISING RATES REASONABLE.

ADDRESS

S. C. BECKWITH,
Eastern Representative,
Tribune Bldg.,
NEW YORK.

Rookery Bldg.,
CHICAGO.

OR

ADVERTISING DEPT.,

The Appeal-Avalanche,
MEMPHIS.

GUARANTEED.

May 1,	8,303
" 2,	7,122
" 3,	7,352
" 4,	7,679
" 5,	8,200
" 6,	7,335
" 7,	7,353
" 8,	8,657
" 9,	7,346
" 10,	7,408
" 11,	7,441
" 12,	7,460
" 13,	7,546
" 14,	7,720
" 15,	8,804
" 16,	7,940
" 17,	7,922
" 18,	7,999
" 19,	8,181
" 20,	8,532
" 21,	8,384
" 22,	9,703
" 23,	8,325
" 24,	8,605
" 25,	8,492
" 26,	8,520
" 27,	8,622
" 28,	8,697
" 29,	9,732
" 30,	8,721
" 31,	8,748

Total, **252,849**

May aver. **8,156**

Right Under
Your Eyes.



You can see the circulation for each day of May, 1892, the total for the month and the daily average of the

**Ft. Worth
Gazette.**

252,849 Total.

Daily average, 8,156

In Area Texas is an empire and Fort Worth wields the sceptre of commercial importance. Six of the principal railroads of the country center there, and it boasts that THE GAZETTE is

The Best Newspaper

published in the State. The best is always the cheapest, more especially

For the Advertiser

The Weekly Gazette

(18,000 Circulation)

Goes into the homes of the country people, and the dust is never allowed to settle on it. THE WEEKLY GAZETTE is the only paper by which you can reach the average Texan who does not take the DAILY GAZETTE, and there are 18,000 families of them.

*There are no winged insects
on either the Daily or Weekly Gazette.*

S. C. BECKWITH,

SOLE AGENT FOR FOREIGN ADVERTISING,
509 "The Rookery," 48 Tribune Building,
CHICAGO. NEW YORK.

WILSON'S Raven Black.

For Bookwork and
Fine Commercial Printing

Does Not Skin

Printers appreciate what
a saving this means.

**Can be exposed a week or more
without injury.**

Does not harden on rollers.
Does not dry on the disc.
Free flowing in fountain.

**Does Not Offset !!
Is Brilliant !!**

There is no waste. Every speck of it
can be used. Sample Package, **1 lb.,
One Dollar.** Delivered free of express
charges. Address (enclosing price)

W. D. Wilson Printing Ink Co.

(Limited)

10 Spruce St., NEW YORK.

In Chicago



There are many newspapers. Chicago is the whirlwind center of the breezy West. It is here we find the fine gold of bed-rock—the original hustling American. He is a sort of cross between a New England merchant and a prairie politician—the wayward son in love with work, and now letting himself loose to show the old people what he can do. As childlike and bland as a Philadelphia Quaker, yet he has the gall and ingenuity of a Connecticut Yankee, and a flow of language profound or flippant—like a Boston schoolmarm or a Bowery fakir—as occasion may require. As sturdy in character as his Puritan ancestor, he has the consequential airs and reserve of a New York millionaire. These traits, combined with the brisk and lavish ways of an old Californian and the cavalierly bearing of a Kentuckian of the old school, stamp him with a grace and dignity, strength, purpose and energy typical of the live American. He makes the newspapers of Chicago.

The Chicago Mail

is one of the brightest and best of these. It is not a newcomer, for it has age, but it has new blood. It is an eight-page evening paper, fearless and aggressive in its management, and popular with the merchants of Chicago.

THE MAIL is a prosperous newspaper, and has a home of its own—one of the finest and best appointed buildings in Newspaper Row. It has a strong hold on the people, and is religiously read daily clear through. To ignore these facts is to ignore Chicago, and to ignore Chicago is to ignore the great living, beating heart of the mighty West.

Success commands respect, and respect wins trade. Such a newspaper has a strong pull for advertisers.

THE MAIL issue is not the largest in Chicago, but it is by far the largest of its kind; such as it is, it is good, and as good as it is it is every day



More than 60,000

The Mail, Chicago, Ill.,

Jos. R. DUNLOP, Publisher.

**The Plain Truth Tells.
We Tell the Plain Truth.**

WE CONTRACT TO PROVE

Average Weekly Circulation for 1892 of
400,000 COPIES WEEKLY.

Average Weekly Circulation for
 January, February, March, April and May, 1892,

412,728 COPIES WEEKLY.

BOYCE'S LIST { **THE SATURDAY BLADE.**
of Big Weeklies { **THE CHICAGO LEDGER.**
 { **THE CHICAGO WORLD.**



W. D. BOYCE BUILDING, CHICAGO, ILLS.

[From the Chicago Evening Journal.]

The phenomenal success which has attended W. D. Boyce's venture in the field of weekly journalism is to find expression in one of the most artistic and substantial structures which adorn Chicago's streets. The Journal publishes herewith a cut of the Boyce building, which is now being built at 112-114 Dearborn street, corner of Calhoun place. The building will be twelve stories high to the gable, with two stories in the gable. It will have light on three sides. The outside walls will be exclusively of plain and ornamental terra cotta; the inside finish will be of mahogany, marble mirrors, metal and mosaics. The elevators will be electric as, of course, will be the lighting. Mr. Boyce will occupy five entire floors, and the others will be fitted up especially for newspaper correspondents, representatives of the press and advertising agencies. The Chas. Fuller Advertising Agency have leased a whole floor, and A. Frank Richardson a corner suite of three large rooms already. The building will be kept open, and elevator run all day, all night, and Sunday it will never be closed.

I was the first publisher to PROVE Circulation. I am the only publisher that discounts any contract at any time at pro rata rate. I was the first publisher to have a straight rate, no discount for time or space.

BLADE, \$1.00 per line; LEDGER, 50 cents per line; WORLD, 30 cents per line; the Three papers, \$1.60 per line.

SPACE DIRECT, OR THROUGH THE AGENCIES.

W. D. BOYCE, Chicago, Ills.

Look at this Barometer :



Daily,	23,500
Sunday,	44,000
Weekly,	40,500

"Where the hen scratches, there she expects to find a worm."
When one advertises, he expects to unearth the grub, but he must do his scratching in pastures where his efforts will be rewarded by finding the much-coveted prize. The

Kansas City Times

~ A WHOLE LIST IN ITSELF. ~

IT HAS the space and the facilities to give **ALL** the news—home and abroad—no paper can do more, many do less. It is the most popular paper in Kansas City and Western Missouri. Its loaded news columns make it much sought after in Kansas City, Kan., and throughout Kansas, Oklahoma and the Indian territory. It can serve you better than any other, for it is truly **THE** representative Mid-Continent Journal—**ALWAYS IN THE LEAD.**

Circulation is the life of advertising

Advertising is the back-bone of **Business**

The Times can truthfully
be called a "**great paper,**"
and its immensity is just
what makes it so valuable as
an advertising medium for
the small or large advertiser.



A Leader by Long Odds.

The Houston Post

OF HOUSTON, TEXAS,

HAS NO RIVAL! It was the first paper in Texas to introduce typesetting machines, and is to-day the only paper in the State using them.

Daily, 7,365
Sunday, 20,010
Weekly, 9,290

Whether we are correct in our claim that we have very largely increased our circulation or not is a question of veracity which WE settle. We simply as large, if not than any other that we have at the past two years.



will not attempt to claim that we have larger, circulation Texas daily, and tained this within By all, except those who have strings tied to them, we are acknowledged to be

The Leading Paper of South Texas.

We can send you any number of expressions to that effect. A simple way to settle the matter would be to make inquiries of reliable business men, and ask if our claim is a true one as regards their particular towns.

Write this to Victoria, Corpus Christi, Wharton, Cuero, Columbus, Flatonia, and all the towns in that section.

Write to Palestine, Crockett, Huntsville, Willis, Orange, Beaumont; also ask Livingston, Moscow and up to Shreveport.

Inquire along the line of the Southern Pacific, West of San Antonio; Del Rio, Beeville, Eagle Pass, Uvalde, all hundreds of miles away.

Write to the towns along the line of the San Antonio & Aransas Pass Railroad, and see what their answers are, and if you are satisfied write for rates. You will get only one rate, and, on the basis of circulation, you will find it to be remarkably low.

J. L. WATSON, MANAGER, HOUSTON, TEXAS.

S. C. BECKWITH, Sole Agent for Foreign Advertising.
509 "The Rookery," Chicago. 48 Tribune Building, New York.

Do You Want a Whole Directory?



You can mingle among the greater portion of the business community and families of Philadelphia and suburban districts, South Jersey and Delaware, by using

THE ITEM

Daily, 182,497

Sunday, 183,676

Weekly, 43,415

It's the Circulation that makes THE ITEM such a
 Giant and it must possess all that
 enters into making a journal
 great and powerful in getting and holding daily

Over a Million Readers

How do you expect to advertise thoroughly in Philadelphia without THE ITEM? It would prove anything but a brilliant success. With THE ITEM you can snap your fingers at your old-fogy competitors, and sleep the sleep of the advertiser who maketh hay while THE ITEM shines.

Bear in mind that there are only Four dailies in the United States having a circulation reaching 175,000. THE ITEM with its 182,497 stands at the head of the Four.



**Great Circulation Increase
 Advertising in
 Business**

S. C. BECKWITH,
 509 "The Rookery," CHICAGO.

Sole Agent for
 Foreign Advertising,
 48 Tribune Building, NEW YORK.

“There needs no ghost, my lord,

Come from the grave to tell us this.” So said Horatio when Hamlet reported to him the wonderful declaration of the armored Vision, that “every villain in Denmark was an arrant knave.”

If the ghost had declared that a known circulation is the exact number of copies of a newspaper, and that the

**Saturday | Known | is
Globe | Circulation | 200,000**

Hamlet would have taken its word for more than a thousand pound, and his friend Horatio would have been even less surprised.

This immense circulation is not a matter of wonderment to advertisers familiar with this great home weekly. The wonder is that such a sterling family newspaper in so important a trade centre as Utica, with its 50,000 people, in the heart of the Empire State, with its three million money-making and intelligent yeomanry, has not a still larger circulation.

Here indeed the farms are estates and the farmers country gentlemen. Their families are large, and both readers and buyers. Lovers of the old home, they are a thrifty, proud and intelligent class; they want and can afford some of the luxuries of life. Mark you, 200,000 comfortable American homes. Indeed

“It is an honest ghost.”

A. FRANK RICHARDSON,

Tribune Building, NEW YORK.

Chamber of Commerce, CHICAGO.

ONLY KNOWN CIRCULATIONS.